

## ORDER



Orders	Order / Rev:	104878	Primary AE:	Amy McCreary
	Alt Order #:	06837423	Sales Office:	BLPHI
	Product Desc:	OBAMA 4 AMERICA	Sales Region:	National
	Estimate:	1522		
	Flight Dates:	08/03/12 - 09/03/12		
	Original Date / Rev:	10/15/12 / 10/15/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB, Inc./ Washington D.C.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama for America	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC01-Democrat	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	468	\$373,075.00	\$317,113.75
08/27/12	09/03/12	207	\$139,850.00	\$118,872.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	468	\$373,075.00	\$317,113.75	0.00
September 2012	207	\$139,850.00	\$118,872.50	0.00
Totals	675	\$512,925.00	\$435,986.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$512,925.00
Market	100%	\$1,709,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	19%	\$324,852.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$324,852.50
KTUD	1%	\$17,097.50
KVVU	22%	\$376,145.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$153,877.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	08/03/12	09/03/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	4	\$400.00	1	0.00	NM	44	\$17,600.00

COMMENTS APPLY TO SUB LINES A THRU B  
WAKE UP WITH THE WAGNERS

Order / Rev: 104878  
Alt Order #: 06837423  
Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama for America  
Product Desc: OBAMA 4 AMERICA  
Estimate: 1522

KSJV

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 Flight Dates: 08/03/12 - 09/03/12

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KSNV

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10	KSNV	08/19/12	09/02/12	Nevada Newsmakers - CM		5:00- 6:00am	-----S	:30	1	\$825.00	3	0.00	NM	3	\$2,475.00																														
NEVADA NEWSMAKERS no pgm 8/5, 8/12																																													
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Week: 08/27/12	09/02/12	-----S	1	\$825.00	0.00																																								
11	KSNV	08/19/12	09/02/12	News 3 Sunrise - SUNDAY		6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	3	\$975.00																														
NEWS 3 AT SUNRISE no pgm 8/5, 8/12																																													
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12	KSNV	08/19/12	09/02/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$625.00	1	0.00	NM	6	\$3,750.00																														
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13	KSNV	08/19/12	09/02/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	3	\$9,000.00																														
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14	KSNV	08/19/12	09/02/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	3	\$1,500.00																														
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15	KSNV	08/19/12	09/02/12	Chris Matthews 9:30AM SM		9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	3	\$1,500.00																														
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16	KSNV	08/07/12	09/03/12	M-F Today Show II 3rd H	CM	9-10a	MTWTF--	:30	2	\$500.00	1	0.00	NM	32	\$16,000.00																														
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17	KSNV	08/07/12	09/03/12	M-F Today Show III 4th H	CM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	31	\$10,075.00																														
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Credited  
 [mg on different line]

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